Note for Alleyne-Chin, Trish

2045380373

From: Alleyne-Chin, Trish

Date: Mon, Jun 7, 1993 18:50

Subject: RE: IRI status meeting

To: Turner, Jonathan

Also Direct Mail coupon redemption tracking - Roy and I discussed some of the issues this afternoon.

From: Turner, Jonathan on Mon, Jun 7, 1993 18:47
Subject: IRI status meeting
To: Alleyne-Chin, Trish

Trish

We have an IRI status meeting at 10 a.m. tomorrow. I will book a room tomorrow morning.

Topics I wish to cover are

- Store group Analyses
- Update on promotional UPC's
- Share issue - where do we stand? — Liggett drop? 200,000 drop in one month
- Status of MAT fulfilment
- CouponScan
- B&H direct mail status
- Category management
- Restatement

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check Nielsen + Shipments by region.

If you think of anything else, please let me know

- Attitudinal questionnaire
  1500 questionnaires
  - 750 responses.
  - tabbing self report by actual purchasing (December '92)

Get sample reports from Brin

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